

ABSTRACT

A method for developing a conceptual design for a product or service involves defining conceptual design project goals and parameters and then creating a project
5 team representing several diverse types of intelligences. The team is directed to generate multi-faceted ideas embodying brand, product or service, and marketing communications concepts in accordance with the project goals and parameters. The diverse intelligences represented on
10 the team results in a greater variety, freshness and depth of ideas generated by the team for use in marketing and advertising the product or service. Better quality and more innovative concepts can be developed faster and more completely that have broader appeal to diverse intelligences
15 than by using conventional methods.